

CONTRACT



KAYU
4600 S Regal St
Spokane, WA 99223
(509)448-2828

www.kayutv.com

And:

Media Plus
160 Roy St
Seattle, WA 98109

<u>Contract / Revision</u> 65935 / 1		<u>Alt Order #</u>
<u>Product</u> 369 - Campaign		
<u>Contract Dates</u> 10/10/16 - 11/13/16		<u>Estimate #</u> 2182-Gail Gleason
<u>Advertiser</u> McMorris for Congress		<u>Original Date / Revision</u> 09/20/16 / 10/17/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KAYU	<u>Account Executive</u> Lynn Stryker	<u>Sales Office</u> Political Revenue
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 40.40
<u>IDB#</u> TV13105	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 1	KAYU	10/10/16	11/13/16	M-F 4-5p	M-F 4-5p		:30				NM	11	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	MTWTF--				2	\$15.00	0.30			
	Week:	10/17/16	10/23/16	MTWTF--				3	\$15.00	0.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	KAYU	10/17/16-10/23/16	M-F 4-5p	M-F 4-5p	MTuWThF----	:30		\$15.00	0.30	NM		
		See MG 1.11,1.12,1.13											
	4	KAYU	10/17/16-10/23/16	M-F 4-5p	M-F 4-5p	MTuWThF----	:30		\$15.00	0.30	NM		
		See MG 1.11,1.12,1.13											
	5	KAYU	10/17/16-10/23/16	M-F 4-5p	M-F 4-5p	MTuWThF----	:30		\$15.00	0.30	NM		
		See MG 1.11,1.12,1.13											
	11	KAYU	10/17/16-10/23/16	M-F 4-430p	M-F 4-5p	MTuWThF----	:30		\$15.00	0.30	NM		
	Ⓜ	MG for 1.3,1.4,1.5 Program/TP change.											
	12	KAYU	10/17/16-10/23/16		M-F 4-5p	MTuWThF----	:30		\$15.00	0.30	NM		
	Ⓜ	MG for 1.3,1.4,1.5 Program/TP change.											
	13	KAYU	10/17/16-10/23/16	M-F 4-430p	M-F 4-5p	MTuWThF----	:30		\$15.00	0.30	NM		
	Ⓜ	MG for 1.3,1.4,1.5 Program/TP change.											
	Week:	10/24/16	10/30/16	M--T---				2	\$15.00	0.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	6	KAYU	10/24/16-10/30/16	M-F 4-5p	M-F 4-5p	M---Th-----	:30		\$15.00	0.30	NM		
		See MG 1.14,1.15											
	7	KAYU	10/24/16-10/30/16	M-F 4-5p	M-F 4-5p	M---Th-----	:30		\$15.00	0.30	NM		
		See MG 1.14,1.15											
	14	KAYU	10/24/16-10/30/16		M-F 4-5p	MTuWThF----	:30		\$15.00	0.30	NM		
	Ⓜ	MG for 1.6,1.7											
	15	KAYU	10/24/16-10/30/16	M-F 4-430p	M-F 4-5p	M---Th-----	:30		\$15.00	0.30	NM		
	Ⓜ	MG for 1.6,1.7											
	Week:	10/31/16	11/06/16	M--TF--				3	\$15.00	0.30			

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Contract / Revision 65935 / 1		Alt Order #
Contract Dates 10/10/16 - 11/13/16	Product 369 - Campaign	Estimate # 2182-Gail Gleason
Advertiser McMorris for Congress		Original Date / Revision 09/20/16 / 10/17/16

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	8	KAYU	10/31/16-11/06/16	M-F 4-5p	M-F 4-5p	M---ThF----	:30		\$15.00	0.30	NM				
	See MG 1.16,1.17,1.18,1.19														
	9	KAYU	10/31/16-11/06/16	M-F 4-5p	M-F 4-5p	M---ThF----	:30		\$15.00	0.30	NM				
	See MG 1.16,1.17,1.18,1.19														
	10	KAYU	10/31/16-11/06/16	M-F 4-5p	M-F 4-5p	M---ThF----	:30		\$15.00	0.30	NM				
	See MG 1.16,1.17,1.18,1.19														
	16	KAYU	10/31/16-11/06/16	M-F 4-430p	M-F 4-5p	M---ThF----	:30		\$15.00	0.30	NM				
	Ⓜ MG for 1.8,1.10,1.9,8.1														
	17	KAYU	10/31/16-11/06/16	M-F 430-5p	M-F 4-5p	M---ThF----	:30		\$15.00	0.30	NM				
	Ⓜ MG for 1.8,1.10,1.9,8.1														
	18	KAYU	10/31/16-11/06/16	M-F 4-430p	M-F 4-5p	M---ThF----	:30		\$15.00	0.30	NM				
	Ⓜ MG for 1.8,1.10,1.9,8.1														
	19	KAYU	11/07/16-11/07/16		M-F 4-5p	M-----	:30		\$15.00	0.30	NM				
	Ⓜ MG for 1.8,1.10,1.9,8.1														
Week:	11/07/16	11/13/16	-----					0	\$0.00	0.00					
2	KAYU	10/10/16	11/13/16	M-F 630-7p	M-F 630-7p		:30				NM	4	\$500.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:	10/10/16	10/16/16	-----					0	\$0.00	0.00					
Week:	10/17/16	10/23/16	-T-T---					2	\$125.00	1.10					
Week:	10/24/16	10/30/16	-----					0	\$0.00	0.00					
Week:	10/31/16	11/06/16	--W-F--					2	\$125.00	1.10					
Week:	11/07/16	11/13/16	-----					0	\$0.00	0.00					
E 3	KAYU	10/10/16	11/13/16	M-F 7-730p	M-F 7-730p		:30				NM	4	\$800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:	10/10/16	10/16/16	-----					0	\$0.00	0.00					
Week:	10/17/16	10/23/16	MT-TF--					2	\$200.00	2.20					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	KAYU	10/17/16-10/23/16	M-F 7-730p	M-F 7-730p	MTu-ThF----	:30		\$200.00	2.20	NM				
	See MG 3.5														
	5	KAYU	10/31/16-11/04/16	M-F 7-730p	M-F 7-730p	M---ThF----	:30		\$200.00	2.20	NM				
	Ⓜ MG for 3.1 10/18														
Week:	10/24/16	10/30/16	-----					0	\$0.00	0.00					
Week:	10/31/16	11/06/16	M--TF--					2	\$200.00	2.20					
Week:	11/07/16	11/13/16	-----					0	\$0.00	0.00					
4	KAYU	10/10/16	11/13/16	M-F 730-8p	M-F 730-8p		:30				NM	4	\$800.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:	10/10/16	10/16/16	MTWTF--					1	\$200.00	2.50					
Week:	10/17/16	10/23/16	-T-T---					1	\$200.00	2.50					
Week:	10/24/16	10/30/16	M--T---					1	\$200.00	2.50					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	3	KAYU	10/24/16-10/30/16	M-F 730-8p	M-F 730-8p	M---Th-----	:30		\$200.00	2.50	NM				
	See MG 4.5														
	5	KAYU	10/26/16-10/26/16	Wed 9-930p	Wed 9-930p	---W-----	:30		\$200.00	2.50	NM				
	Ⓜ MG for 4.3 10/24														
Week:	10/31/16	11/06/16	----F--					1	\$200.00	2.50					
Week:	11/07/16	11/13/16	-----					0	\$0.00	0.00					
5	KAYU	10/17/16	10/23/16	Tue 830-9p	Tue 830-9p		:30				NM	1	\$225.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:	10/17/16	10/23/16	-T-----					1	\$225.00	1.70					

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Contract / Revision	Alt Order #
65935 / 1	

Contract Dates	Product	Estimate #
10/10/16 - 11/13/16	369 - Campaign	2182-Gail Gleason

Advertiser	Original Date / Revision
McMorris for Congress	09/20/16 / 10/17/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
6	KAYU	10/10/16	11/13/16	M-F 1035-1105p	M-F 1035-1105p		:30				NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	MTWTF--				1	\$40.00	1.50			
Week:		10/17/16	10/23/16	MTWTF--				1	\$40.00	1.50			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	KAYU	10/17/16-10/23/16	M-F 1035-1105p	M-F 1035-1105p	MTuWThF----	:30		\$40.00	1.50	NM		
			See MG 6.6										
	6	KAYU	10/17/16-10/23/16	M-F 1035-1105p	M-F 1035-1105p	MTuWThF----	:30		\$40.00	1.50	NM		
			See MG 6.7										
	7	KAYU	10/16/16-10/16/16	Sun 6-630p	Sun 6-630p	-----Su	:30		\$40.00	1.50	NM		
			MG for 6.6 10/21										
Week:		10/24/16	10/30/16	MTWTF--				1	\$40.00	1.50			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	KAYU	10/24/16-10/30/16	M-F 1035-1105p	M-F 1035-1105p	MTuWThF----	:30		\$40.00	1.50	NM		
			See MG 6.5										
	5	KAYU	10/31/16-11/04/16	M-F 1035-1105p	M-F 1035-1105p	MTuWThF----	:30		\$40.00	1.50	NM		
			MG for 6.3 10/28										
Week:		10/31/16	11/06/16	MTWTF--				1	\$40.00	1.50			
Week:		11/07/16	11/13/16	-----				0	\$0.00	0.00			
7	KAYU	10/10/16	11/13/16	Sat 12m-1a	Sat 12m-1a		:30				NM	2	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----				0	\$0.00	0.00			
Week:		10/17/16	10/23/16	-----S-				1	\$5.00	0.20			
Week:		10/24/16	10/30/16	-----				0	\$0.00	0.00			
Week:		10/31/16	11/06/16	-----S-				1	\$5.00	0.20			
Week:		11/07/16	11/13/16	-----				0	\$0.00	0.00			
E 8	KAYU	11/07/16	11/13/16	M-F 4-5p	Mon 4-5p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$15.00	0.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KAYU	11/07/16-11/13/16	M-F 4-5p	Mon 4-5p	M-----	:30		\$15.00	0.30	NM		
			See MG 1.16, 1.17, 1.18, 1.19										
9	KAYU	11/07/16	11/13/16	M-F 630-7p	Mon 630-7p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$125.00	1.10			
10	KAYU	11/07/16	11/13/16	M-F 7-730p	Mon 7-730p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$200.00	2.20			
11	KAYU	11/07/16	11/13/16	M-F 730-8p	Mon 730-8p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$200.00	2.50			
Totals										40.40		33	\$3,185.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	17	\$1,465.00	(\$219.75)	\$1,245.25
10/31/16 - 11/07/16	16	\$1,720.00	(\$258.00)	\$1,462.00
Totals	33	\$3,185.00	(\$477.75)	\$2,707.25

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<u>Contract Dates</u> 10/10/16 - 11/13/16	<u>Product</u> 369 - Campaign	<u>Estimate #</u> 2182-Gail Gleason
<u>Advertiser</u> McMorris for Congress		<u>Original Date / Revision</u> 09/20/16 / 10/17/16

Signature: _____ Date: _____

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